

CAREER FAIR PREPARATION

Tips for making a great
impression at the St. Kate's
Virtual Career Fair
Oct. 7, 2:00-6:00



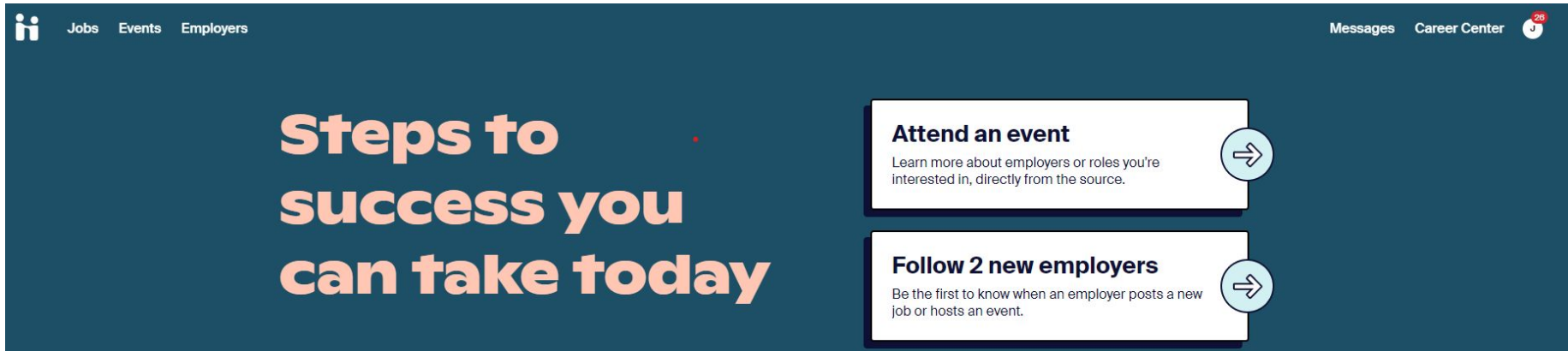
Career Competencies

[The Career Competencies](#) are the skills that employers are wanting students to have when they apply for internships and jobs. Learn more about these competencies so you can describe to employers all the ways you've learned these skills throughout your courses and activities at St. Kate's.

- **Communication:** Learn how to talk to employers about yourself
- **Critical Thinking and Decision Making:** Learn how to gather and evaluate employer information to make decisions about who you want to talk to and develop informed questions for them
- **Professionalism and Ethics:** Learn how to present yourself non-verbally to employers
- **Digital & Technology Application:** Learn how to use technology for the virtual career fair
- **Career Management & Adaptability:** Learn how to articulate the skills you bring to an employer, learn how to talk about your accomplishments

Event Registration

- [Go to Handshake](#)



The image is a screenshot of a Handshake banner. The background is a dark teal color. On the left, the text "Steps to success you can take today" is written in a large, bold, orange font. To the right of this text, there are two white rectangular boxes with dark teal borders. The top box is titled "Attend an event" in bold black text, followed by the text "Learn more about employers or roles you're interested in, directly from the source." and a circular button with a right-pointing arrow. The bottom box is titled "Follow 2 new employers" in bold black text, followed by the text "Be the first to know when an employer posts a new job or hosts an event." and a similar circular button. At the top left of the banner, there is a navigation bar with the LinkedIn logo, "Jobs", "Events", and "Employers". At the top right, there are links for "Messages" and "Career Center", and a profile icon with a red notification badge.

Jobs Events Employers

Messages Career Center

Steps to success you can take today

Attend an event

Learn more about employers or roles you're interested in, directly from the source.

Follow 2 new employers

Be the first to know when an employer posts a new job or hosts an event.

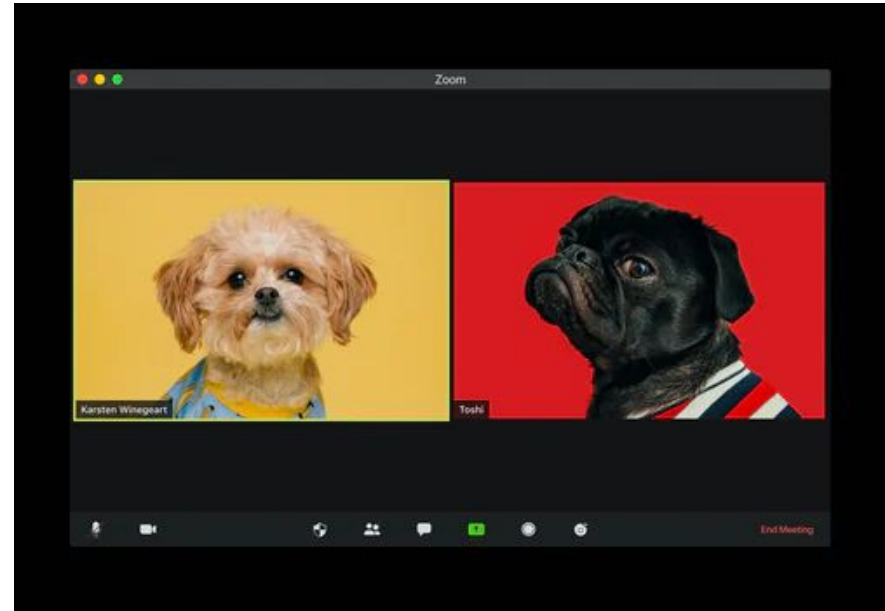
Registration & Prep



1. [Register](#) for the Fair on Handshake
2. Update your [Handshake profile](#)
 - Update Education, School Year, Major, GPA, and Work Authorization
 - Set your Handshake [privacy setting](#) to “community” to access group sessions
3. [Sign up for 1:1 or Group sessions](#)
 - Take advantage of group sessions
4. Update your [resume](#) and test your [video capability](#)

How to leave a positive impression on video?

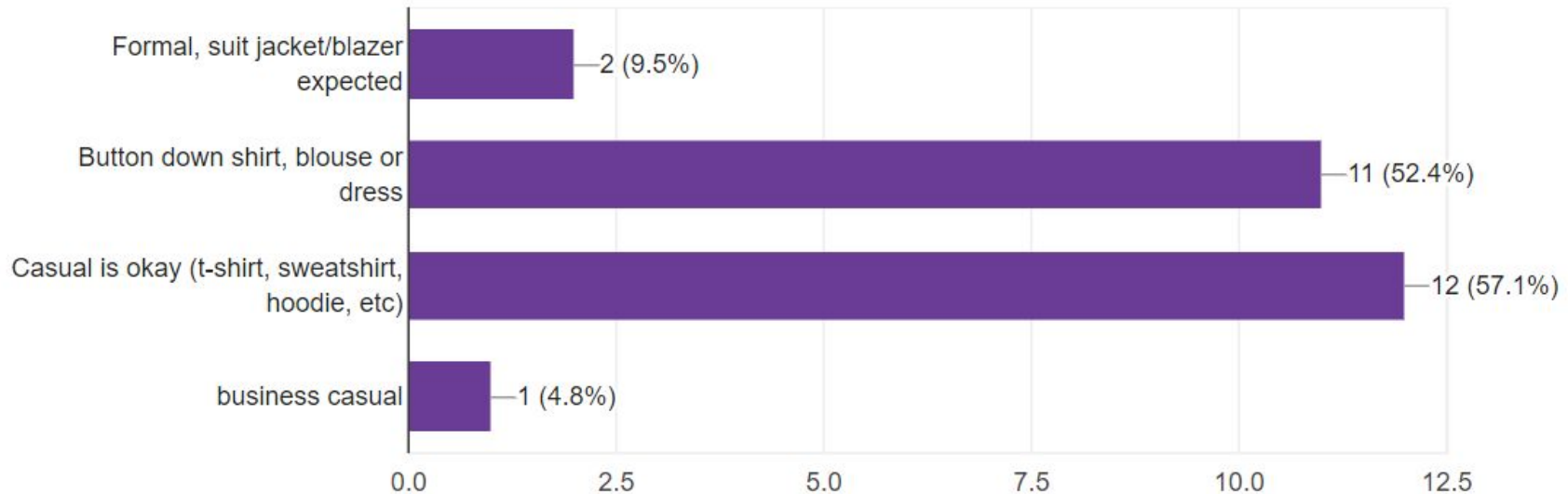
- Location
 - Lighting
 - Internet connection
 - Background
 - Camera position
- Attire
 - Don't be afraid to use a pop of color
- Small talk topics / opening
- And smile!



What Employers Say

What is your Dress code expectation for a Virtual Career Fair?

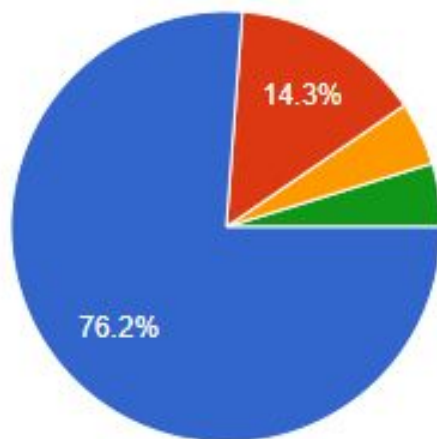
21 responses



What Employers Say

Does your organization hire students from all majors?

21 responses

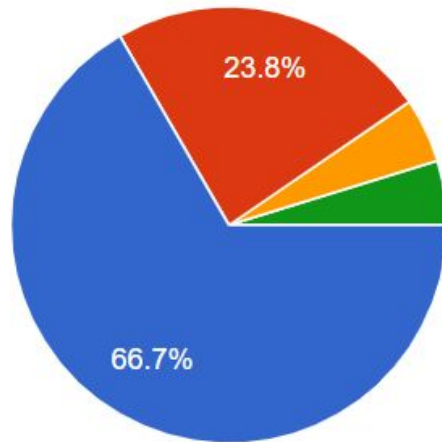


- Yes
- No
- Pre-med/Pre-health focus majors
- Mostly. But, my team comes to recruit sales, marketing, business analytics mainly.

What Employers Say

Are all positions you plan to hire at the St. Kate's Career Fair posted on Handshake?

21 responses

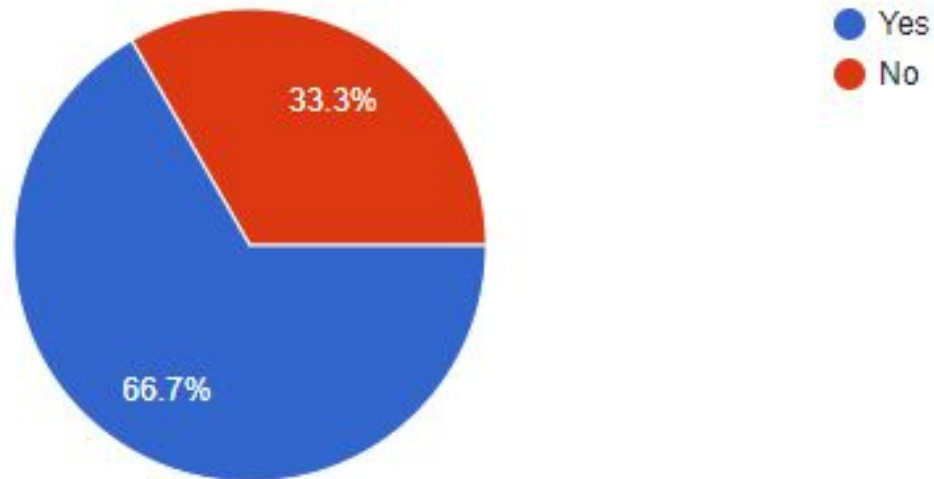


- Yes
- No
- Not yet, but they will be added over the next month.
- Will be by the time the career fair comes around. We post beginning of Sept.

What Employers Say

Does your organization have diversity recruitment programs?

18 responses



What Employers Say

- Be **willing to learn about new opportunities** from companies you have not heard of before. Career fairs are great opportunities to learn more about orgs in your field of study.
- Be prepared. **Check out the listings of recruiters before** and study up on the company...**Prepare questions** to ask
- Be yourself! Come prepared- **Do research on the companies** you plan to talk to and **practice talking about yourself** for an introduction

Researching Employers



Jobs Events Employers

Event Search

On-Campus Interviews

Search

This week

This month

Career fair

Virtual

Saved

All filters

Find events

Sort: Relevance

Your sch



Virtual career fair

St. Catherine University Virtual Career Opportunities Fair 2021

Thu October 7, 2021
Virtual



Virtual career fair

Retail Merchandising & Apparel Design Career Fair 2021 - Virtual

Tue September 21, 2021
Virtual



Virtual career fair

2021 Minnesota Private Colleges' Fall Recruiting Fair



ST. CATHERINE UNIVERSITY

Tips for Financial Research on an Organization

Are They a Not-for-Profit Organization?

- ▶ Find their annual report. Look at their financial statements
- ▶ Nonprofit Explorer -- Research Tax-Exempt Organizations -- "Form 990" -- <https://projects.propublica.org/nonprofits/>
- ▶ What info can you find via the MN Attorney General? -- <https://www.ag.state.mn.us/Charity/Search/CHR.asp>
- ▶ Are they on the Star Tribune list of top not-for-profits? -- <http://www.startribune.com/nonprofit-100/460547793/>
- ▶ Is operating income (from their main activities) positive or negative? Going up or down during past couple years?
- ▶ Is non-operating income positive or negative? Do they rely more on service revenue or donations?
- ▶ What is their mission statement? What are their opportunities and challenges?

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Tips for Financial Research on an Organization

Are They a For-Profit Organization?

- ▶ Find their annual report to the SEC (called a "10K") -- <https://www.sec.gov/edgar.shtml>
- ▶ Read sections with labels like "Overview," "Other Factors Impacting Our Operations," "Risks Relating to the Company," and "Management's Discussion and Analysis of Financial Condition and Results of Operations."
- ▶ Look at their financial statements and trends
- ▶ Know the difference between "GAAP" and "Non-GAAP" financial results and why this is important
- ▶ What are trends in their operating profit and net income during the past couple years?
- ▶ Try the following searches and read (or listen to) what pops up for "[company name] acquires", "[company name] acquired", "[company name] market share", "[company name] quarterly earnings," and "[company name] earnings call "

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Preparing for Your Conversations with Recruiters

- **Identify** the organizations you're interested in
- **Research** these organizations
- **Plan** for the day of Career Fair
- **Practice** your elevator speech

The Elevator Speech

- What is an elevator speech?
- Why is it important?
- How do you prepare one?

Elevator Speech Interactive Exercise

- Work in small groups practicing your elevator speech
- Develop a script that addresses 5 key questions

Elevator Speech

1. Who am I?: Include your full name, current status as a St. Kate's student, and major/minor.
2. What do I have to offer?: Include unique experiences here — previous work experience, student organization involvement, volunteer work, internships, etc.
3. Why am I interested in your organization (or this industry)?: Use this as an opportunity to demonstrate that you have researched the organization.
4. What do I have to offer and how am I a good fit with your organization?: Use this as a summary statement.
5. Question for the employer: Best to end with open-ended question

Create or update your résumé

- [Career Activator](#)



- Use résumé templates designed for applicant tracking systems
- Review a résumé to identify problem areas and opportunities for improvement
- Compare your résumé to job postings/position descriptions and receive suggestions for tailoring your document
- Use the AI review of your LinkedIn profile and receive suggestions for enhancements

Career Fair Prep Events

"Diversity in the Workplace" Series: Finding your Work Family in the Recruiting Process

Oct. 5, 4:30-6:00 PM

Career Fair 101: Engage Early - Virtual

Oct. 7, 1:00- 2:00 PM

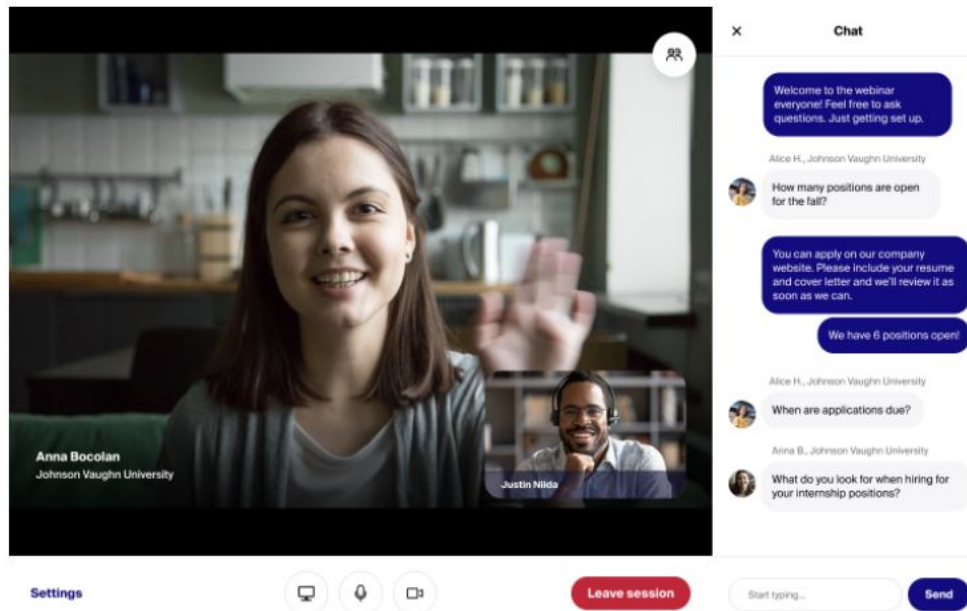
Campus Support

- [Rent a laptop](#) from IT
- [Reserve a study room](#) in the library for privacy
- Reserve an interview room in Career Development.
Email askcareer@stkate.edu



Virtual Career Fair Resources

- [Career Fair FAQs](#) / [Career Fair Quick Guide](#)
- For support the day of the fair you can go here for information [Career Fair Support](#) or Click the help desk button in Handshake, which will be staffed by Career Development
- [Set up an appointment](#) with Career Development office for resume or interviewing help.
- Drop-in Advising 12-1, M-F (CDC 210)



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